

SALISBURY TOURISM AND CULTURAL DEVELOPMENT COMMISSION

Destination Development Session

Agenda

May 26, 2010, 1:30PM to 3:30PM

2nd Floor, Plaza Bldg, Salisbury

Meeting Objectives: Recommend 3-4 Destination Development Objectives for
FY 2010-2011

Review Purpose and Goals for Session	15 minutes
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Warren Miller, Fountainworks LLC, Facilitator

☉ Review purpose and goals for session

Framework for Discussion	30 minutes
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☉ Review Context Map from March STCDC session

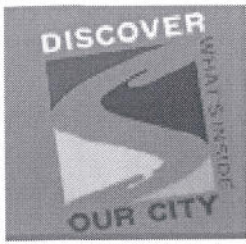
Investment Portfolio	30 minutes
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☉ Projects to sow, grow, harvest, plow

Prioritizing Destination Development Ideas/Projects	30 minutes
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☉ Marketing objectives

Wrap Up and Next Steps	15 minutes
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SALISBURY TOURISM AND CULTURAL DEVELOPMENT COMMISSION

Marketing Committee: Goals Session

Agenda

May 26, 2010, 10AM to 12PM
2nd Floor, Plaza Bldg, Salisbury

Meeting Objectives: Develop marketing goals for FY 2010-2011

Review Purpose and Goals for Session Warren Miller, Fountainworks LLC, Facilitator Ⓢ Review purpose and goals for session	10 minutes
Framework for Discussion Ⓢ Review Context Map from March STCDC session	20 minutes
Current Situation Assessment (for Marketing) Ⓢ What's Working, Not Working, Opportunities	30 minutes
Develop Marketing Goals for STCDC Ⓢ Marketing objectives	30 minutes
Preliminary Discussion of Marketing Strategies Ⓢ How will Marketing goals be achieved	20 minutes
Wrap Up and Next Steps	10 minutes
